

# Community Revitalization Partnership Program

November 1-2, 2010

Sponsored by the Colorado Department of Local Affairs working in partnership with Downtown Colorado, Inc. and the City of Delta.

This program is partially supported by the State Historical Fund and the USDA Rural Development.

# Team Members

- Ingrid Borreson, UCD
- Elyse Ackerman-Casselberry, DOLA
- Katherine Correll, DCI
- Clint Cresawn, Colorado STRIDES
- Christy Culp, DOLA
- Leslie Hentze, DOLA
- Richard Sales, CCCD
- Pattie Snidow, USDA
- Carol Sperat, StudioBridge

# Participating Stakeholders

- BLM
- Business Owners
- Chamber of Commerce
- City Council
- City Staff and Department Heads
- Civic/Non Profit Organizations
- CO State Parks
- Commercial Property Owners
- Community members at large
- County Commissioners
- DCED
- Durable Medical Equipment Providers
- Home Health Care Providers
- Hospice Care Providers
- Library District
- Long Term Care Providers
- Municipal Planning Department
- Residents
- Tourism Council
- Trails Group
- US Forest Service

# Downtown Colorado, Inc. (DCI)

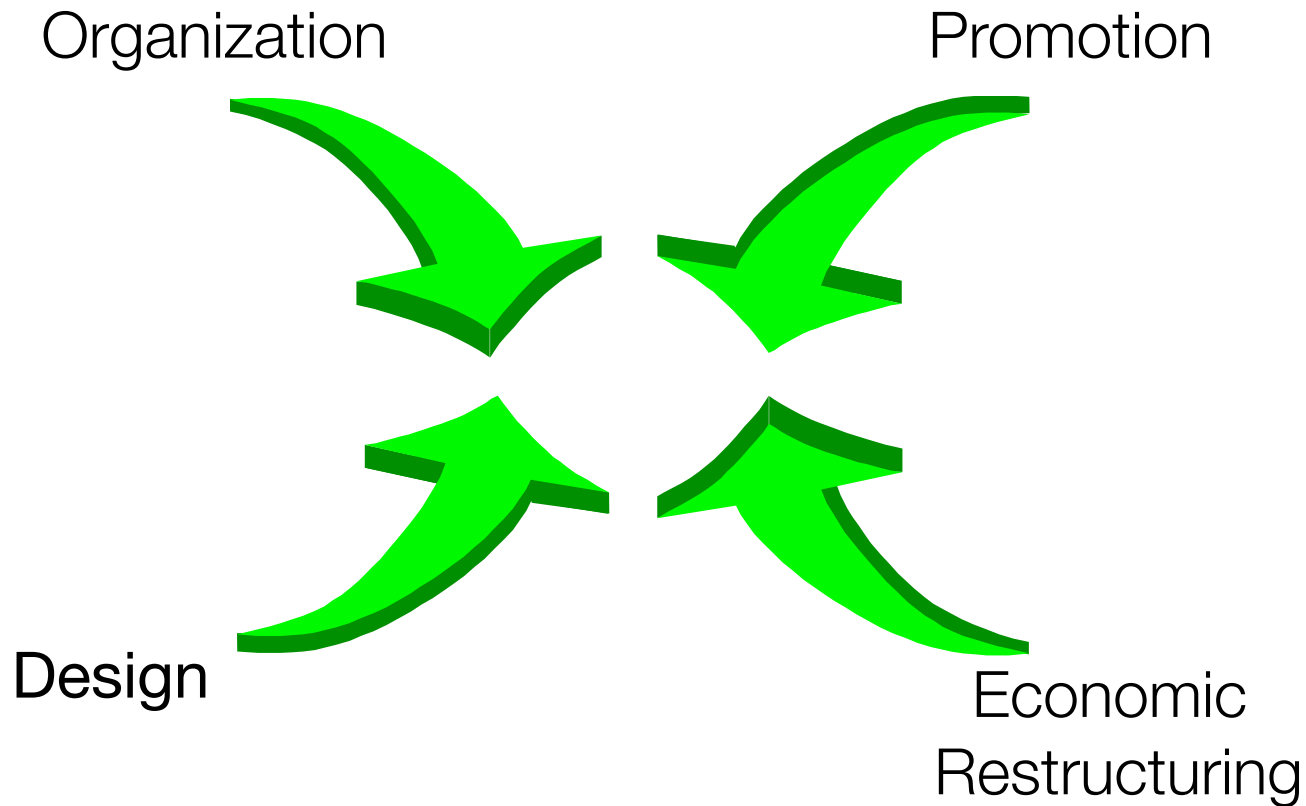
*BUILDING BETTER COMMUNITIES BY PROVIDING ASSISTANCE TO DOWNTOWNS, COMMERCIAL DISTRICTS AND TOWN CENTERS IN COLORADO THROUGH EDUCATION, ADVOCACY, INFORMATION AND COLLABORATION.*

<u>Advocacy &amp; Information</u> Membership		
<u>Education</u> Annual Conference Issue Forums Downtown Institute	<u>On-Site Tech Assistance</u> Panel Discussions, Training, and Downtown Assessment Teams.	<u>Program Participation</u> “Main Street” Program Development & Improvement Districts Program

# Impacts of Downtown

- Maintain Character & Identity
- Community Engagement
- Structure for Inviting Participation
- Increased Partnership & Collaboration
- Reduced Duplication/Streamlined Service Provision
- United Fundraising Efforts

# Main Street Four Point Approach



National Trust for Historic Preservation Main Street Center

**Financing**

**Volunteers**

**Partners**

**Marketing**

**Events**

**Materials**

**Retention & Attraction**

**Streamlined Processes**

**Market Analysis**

**Street Scape**

**Planning & Zoning**

**Signage**

MANAGEMENT

MARKETING

ECONOMIC  
DEVELOPMENT

Design

**Academy for  
Community Engagement**

# Organization

**Observation:** Delta has a history of success when community is able to combine resources and develop clear processes for harnessing resources and managing communication

## Recommendations

- Revisit past successes
- Identify one downtown champion
- Develop a point person & develop regular communication process
- Hold regular monthly/quarterly meetings between the city and businesses.



# Coalitions and Partnerships



Stake holder	Interest	Support (Y/N)	Import (1-5)	Contribution	Approach
Local Gov't	Econ Dev	Y	5	Communications & Funding	Formal: Presentation to City Council
Church or Non-Profit	Ability to pursue grants	Y	3	Info Distribution & Volunteers	Informal: Flyers and email Invitations
Community College	Image Building	N	4	Meeting Space and Volunteers	Formal: Proposal and Presentation
School Administration	Leadership Program	N	3	Info Distribution, Meeting Space & Volunteers	Formal: Letter, Invitation, Meeting

# Organization

**Observation:** There are a lot of human resources in the town that are not working in a coordinated manner

**Recommendation:** Develop a volunteer recruitment, training, and management program working with students, seniors, and major employer groups to focus on downtown initiatives

# Volunteer Identification

<div> <div>Person</div> <div>Skill</div> <div>   </div> </div>	Fund-raising	Accou-nting	Graphic Design	Mark-eting	Writing	Legal Expert-ise	Public Speaking
Ben					X	X	
Rhonda				X	X		
John						X	X
Karl	X		X				
Jane Miller		X					X
Sharon	X	X					
Bradley		X					

# Organization

**Observation:** There are no dedicated funds for downtown

## **Recommendation:**

- Consider creation of a per room city lodging fee
- Create a dedicated funding source to ensure long-term and consistent re-investment in downtown
  - Portion of Sales Tax
  - Tax infrastructure financing (TIF) as funding sources

# Economic Restructuring

**Observation:** The community is lacking a clear understanding of markets and market potential of the region

## **Recommendations:**

- Assess inventory of amenities including theater, drive-in, museum, library, school district, murals, sculptures, golf courses, wineries, agri-tourism in North Fork, Grand Mesa and consider complimentary services that tie them together
- Conduct a market analysis
  - Assess how to best capitalize on the truck bypass
  - Consider small, multi-functional retail
- Locate public lands information center in downtown
- Expand primary employment opportunities
- Consistent calendar of training for businesses

# Promotion

**Observation:** Delta's stated identity doesn't rise to the quality of the community

**Recommendation:** Create an identity/brand for the downtown that reflects the reason to be or shop downtown

**Observation:** Marketing materials for the community are limited in scope and do not reach multiple target audiences

**Recommendation:** Utilize lodging tax to create a Delta website and social media

# Public Relations and Outreach

## Communications Strategy

A  
U  
D  
I  
E  
N  
C  
E

	Website	Social Media	Advertising
Everyone	Website for communities or projects to market.	<ul style="list-style-type: none"> <li>▪Linked to website</li> <li>▪Communicate up-to-date information</li> <li>▪Youth involved</li> </ul>	<ul style="list-style-type: none"> <li>▪Identity and branding</li> <li>▪Engage the community in joint marketing campaign</li> </ul>
Community	<ul style="list-style-type: none"> <li>▪Community news and projects</li> <li>▪Community resources</li> <li>▪Newsletter opt-in</li> <li>▪Community business listings</li> </ul>	<ul style="list-style-type: none"> <li>▪Highlight successes</li> <li>▪Invite input</li> <li>▪Ask for support</li> <li>▪Link to similar projects</li> </ul>	<ul style="list-style-type: none"> <li>▪Bill stuffers to promote community events and business</li> <li>▪Community member discount cards</li> </ul>
Partners	<ul style="list-style-type: none"> <li>▪List and link all partners</li> <li>▪Create partner information downloads</li> </ul>	Consistent sharing of up to date information on project and about partners	Utilize other advertising initiatives to promote your project

# Promotion

**Observation:** Information on where to find businesses is limited in the downtown area

**Recommendation:** Create a directory of Main Street businesses and attractions

**Observation:** Delta has tourism opportunities they are not fully capitalizing on that would keep visitors in the area longer

**Recommendation:** Connect to agricultural, eco, and heritage tourism opportunities



# Promotion

**Observation:** The community is ignoring certain assets that could be marketed to different audiences year round

**Recommendation:** Utilize an amenity inventory and use it to develop targeted materials

**Observation:** A collection of events could better meet the needs of all the community members.

**Recommendation:** Identify objectives and strategies for event management

# Strategic Event Matrix

Objective Event	Community Image	Kids	Fundraising	Traffic Generating	Promotes Retail	Restaurants	Downtown
Deltarado	X	X		X			
Boo Bash	X	X					
Parade of Lights	X			X		X	X
Farmer's Market				X			
Pow Wow	X	X		X			

# Health Care

**Observation:** Delta County unnecessarily leaks healthcare dollars into neighboring areas

**Recommendation:** Extend “Delta Dollars Buy Local” Program to encompass appropriate healthcare services as well

**Observation:** Delta County and the region lack adequate numbers of healthcare providers

**Recommendation:** Develop a regional recruitment / marketing piece and collaborate on recruitment efforts

# Health Care

**Observation:** National Healthcare Reform is – at best – a mixed blessing. Results will vary, community to community, based on how well they are prepared

**Recommendation:** As a community, understand the implications of healthcare reform and prepare for local implementation

# Health Care

- **Observation:** Limited ways to donate and leverage money for the good of the community
- **Recommendation:** Consider formation of a community foundation

# Healthy Living

- **Observation:** Access to fresh fruits and vegetables is difficult for some residents
- **Recommendation:** Work with the school system to explore developing a program where the Ag program can grow and distribute produce to people living in poverty

# Design

**Observation:** The aesthetic beauty of the downtown commercial and residential areas is currently diminished due to incomplete programs and actions

## **Recommendations:**

- Public Right-of-way and Pedestrian Zone Improvements
- Coordinated signage and identity program
- Identify long and short-term projects i.e. Storefront Display
- Aggressive Control of Neglected and Blighted Properties

# Design

**Observation:** Recommendations will focus on creating an action-oriented strategy that will enhance existing programs and programs for greater impact

## Recommendations

- Promote Quality Community Design
- Branding Program
- Convenient Access and Parking
- Enhance Multi-Modal Trail Program with Partnerships
- Engage with Locals and Visitors in Multiple Venues



## CANON CITY

### conceptual entry features

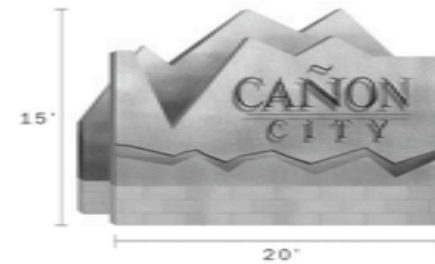


#### MATERIALS:

taupe colored concrete and brick that matches the Abbey

#### Multi-Use Town Sign

Can be used throughout town to distinguish between different districts and attractions ie: retail, dining, industrial, recreation and Historic Downtown. The signs can provide instructions to turn off the highway to reach those destinations



#### MATERIALS:

Option 1: blue textured concrete, tan textured concrete, orange/bronze colored metal lettering, blue tile or glass for the river.



#### MATERIALS:

Option 2: blue granite, faux aged metal lettering, tan stone or concrete, and glass or stone tiles.

# Design

**Observation:** Careful planning is needed to ensure continued success downtown after the bypass

## **Recommendation:**

- Seek opportunities to advertise and enhance the new safer downtown
- Create a signage program that will direct traffic
- Create a plan for how businesses and the City can take advantage of less traffic and noise on Main Street
- Outdoor seating areas, creation of sidewalk events, installation of additional public art, and enhancement of the downtown walking historical tours
- Pedestrian oriented design
- Confirm CDOT requirements to support swapping the highway

# Historic Preservation

**Observation:** Delta has proven success with cash match façade improvement program

**Recommendation:** Reinvigorate façade improvement program to include the following:

- Design Guidelines
- Rear entrances and alleyways
- Signs and Awnings

# Historic Preservation

## Empty Storefront Activation

- Work with volunteers, possibly partner with school children to create window displays.
- Host clean-up days to remove trash and make minor repairs and improvements



# Historic Preservation

Consider how best to shape your appearance

- Main Street Designation
- Certified Local Government Certification
- Historic District
- Overlay District

# How can we fund it?



# Funding Mechanisms

## Operating, Marketing & Promotions

- Designate a percentage of sales tax
- Research and understand the intent of events, booth fees
- Heritage Tourism Office/Colorado Tourism Office
- Identify Community Champion
- Downtown Development Authority
- Urban Renewal Authority
- Business Improvement District
- Research grant opportunities for secondary support staff
- Region 10 and Enterprise Zone Tax Credits.

## Public Infrastructure & Design

- Tax Assistance from General Funds
- Energy and Mineral Impact Assistance Funding for public infrastructure
- State Historical Fund façade matching grant

# Funding Mechanisms

## Business Development & Economic Restructuring

. Governor's Office of Economic Development and International Trade

- Delta County as Enterprise Zone
- Environmental Protection Agency (EPA) Brownfields Program
- Governors Energy Office (GEO)
- Small Business Administration
- USDA Rural Development
  - Business Enterprise Grant
  - Rural Business Opportunity Grant
  - Rural Microenterprise Assistance Program
  - Energy Efficiency for Commercial Buildings
- Other Resources:
  - Downtown Colorado, Inc.
  - Colorado Development Network (CDN)
  - Colorado Brownfield Foundation (CBF)
  - Colorado Rural Development Council (CRDC)



# Action Matrix

Time	Task	Measure of success	Initiator	Partners
1-3 M	Town Board should declare Main Street a priority.	Adopt a mission statement for improving downtown.	Town Board	Businesses, Residents, School,
3-6 M	Downtown Champion or Business association should begin implementing priorities set by visioning committee	Monthly reports to Visioning Committee on progress, Work plans for implementation	Business association or champion	Visioning Committee

# THANK YOU DELTA!



Downtown Colorado, Inc.

240 S. Broadway, Ste 201

Denver, CO 80209

T: 303.282.0625

F: 303.282.0658

[www.downtowncoloradoinc.com](http://www.downtowncoloradoinc.com)